

CONFIDENTIAL

7 November 1960

25X1

Chief
Foreign Broadcast Information Service
2430 K Street, N. W.
Washington 25, D. C.

Dear Roger: Subject: Sheringham Visit

John Sheringham departed Okinawa this morning after a full week at the bureau. His visit was very fruitful; we discussed all aspects of the Okinawa Bureau's services to BBC. (See Attachment 1)

Sheringham met all the editors and addressed them as a group. He gave an excellent little orientation talk on the organization, operation, and basic purposes of the BBC Monitoring Service. He was also able to give some specific guidance to our editors, especially BBC requirements concerning Peking broadcasts to Africa. (See Attachment 2)

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With the help of the Howard's and others, Sheringham was entertained royally with many parties and sightseeing excursions. He seemed to enjoy his visit immensely.

Sincerely,

25X1

Chief, FBIS Okinawa Bureau

Attachments:

1. Bureau Notice No. 8-60 addressed to bureau editors summarizing visit
2. BBC Requirements Peking to Africa

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FOREIGN BROADCAST INFORMATION SERVICE

AMERICAN EMBASSY
LONDON, W. I.

1 November 1960

STAT

[redacted] Chief
Foreign Broadcast Information Service
2430 E. Street N. W.
Washington 25, D. C.

Dear Roger:

Subject: BBC Coverage

Thank you very much for your letters of 3 and 24 October. I would like to send along just a word of acknowledgement and reply to each of them to wrap up the subject of these discussions prior to my departure from the London Bureau.

Your letter of 3 October 1960 mentions that an examination of Headquarters files fails to produce written evidence that FBIS agreed to the BBC cuts in coverage in 1954 and that FBIS simply accepted a situation forced upon it.

Although certainly FBIS was more or less presented with a fait accompli in 1954, I think that John is not without grounds in saying FBIS acquiesced in some of the reductions. The letter of 11 February 1955 from the Chief of FBIS to the BBC contains an attachment which asks that the BBC retain one of two Moscow Polish programs, one of two Spanish, and one of two Dutch. By implication, I suppose, FBIS concurred in the proposal to drop these and some of the other programs mentioned in the letter.

I quite agree with your suggestion that further dealings with the BBC on the over-all subject of coverage should be through correspondence between you and John Campbell. I would go farther possibly and suggest that the question of over-all coverage might be the subject of frequent and regular exchanges between yourself and John and that any FBIS proposal that is not commented on within thirty days be the subject of a follow-up letter. I feel sure that this sort of lively exchange would appeal to John very much. This would mean that all working coverage and other exchanges would be done on an immediate and ad hoc basis and Coordination meetings would be largely devoted to consolidating agreements or exchanges of the past.

*When will
the time
come for us
What will
happen?*

- 2 -

With this sole exception of coverage, the BBC at every level has been cooperating with us very well indeed, and I have every confidence as I write what undoubtedly is my last letter on this subject from London that we may have every hope that the BBC-Washington dealings you suggest will resolve these remaining problems.

Sincerely,



STAT

Chief, London Bureau

1 November 1960

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2430 E. Street N. W.
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